

5 of 1

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

REFRILEY FOR SENATE -305 SC-1

[illegible]

Rep Order# 6853055 Ver# 3 Mod# 1 Status Confirmed

Traffic Order# 106698

Last Received: 09/17/2012 1:54 PM
Showing Buylines: All Lines

2 of 5

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 305
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //305
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	12P-1230P	NOON NEWS	:30	\$275.00	09/18-09/21	4	1	4	\$1,100.00	
				Buyline Comment: NOON NEWS 1/DAY								
	10	M	12P-1230P	NOON NEWS	:30	\$275.00	09/24-09/24	1	1	1	\$275.00	
				Buyline Comment: NOON NEWS								
	11	TU-F	1230P-1P	NEWS	:30	\$250.00	09/18-09/21	4	1	4	\$800.00	
				Buyline Comment: NEWS 1/DAY								
	12	M	1230P-1P	NEWS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	13	TU-F	3P-4P	DR PHIL	:30	\$300.00	09/18-09/21	4	1	4	\$1,200.00	
				Buyline Comment: DR PHIL 1/DAY								
	14	M	3P-4P	DR PHIL	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
				Buyline Comment: DR PHIL								
	15	TU-F	4P-430P	NEWS 4	:30	\$350.00	09/18-09/21	4	1	4	\$1,400.00	
				Buyline Comment: NEWS 4 1/DAY								
	16	M	4P-430P	NEWS 4	:30	\$350.00	09/24-09/24	1	1	1	\$350.00	
				Buyline Comment: NEWS 4								
	17	TU-F	430P-5P	NEWS	:30	\$450.00	09/18-09/21	4	1	4	\$1,800.00	
				Buyline Comment: NEWS 1/DAY								
	18	M	430P-5P	NEWS	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
				Buyline Comment: NEWS								

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () BERKLEY FOR SENATE
 Product BERKLEY FOR SENATE
 Estimate# 30S
 Buyer MICHAEL DETTORRI:
 Phone#
 Fax#
 Agency () SHORR,JOHNSON,MAGNUS
 1831 CHESTNUT ST. #602
 PHILADELPHIA, PA 19103
 Agency C/P1/P2/E //30S
 Flight Dates 09/18/2012 - 09/24/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$325.00	09/23-09/23	1	1	1	\$325.00	

---REPORT TOTALS---

Report Totals: 121 / \$58,910.00

---SALES MONTHLY TOTALS---

Sep 12: 121 / \$58,910.00
 Sales Totals: 121 / \$58,910.00
 Station Totals: 121 / \$58,910.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$124,382	CATV 0%	KBLR 0%	KINC 0%	KLAS 19%	KSNV 91%
KTNV 24%		KTVB 0%	KVCW 0%	KVMY 0%	KVVU 2%	
XXXX 0%						

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV12
 Demos RA35+